

Draft Local Plan Policies Used to Judge Applications for Advertisement Consent

GP21 – Advertisements - Consent will be granted for signs, hoardings and large advertising panels where their size, design, materials, colouring and any form of illumination does not detract from the visual amenity of the areas in which they are displayed, particularly with regard to the character of listed buildings or conservation areas, and a) there is not adverse effect on public safety and b) in residential areas on sites clearly visible from roads, the advertisement is in keeping with the scale of surrounding buildings and public areas.

HE8 – Advertisements in Historic Locations - Within conservation areas, or on listed buildings, advertisements will be expected to comply with policy GP21 and consist of: a) a design and scale that respects the character and appearance of the area and b) good quality materials that are sympathetic to the surface to which they are attached. Within conservation areas externally illuminated advertisements that require large light fittings will not be permitted.

GP22 – Banners - Advertisement consent will only be granted for the display of banners on or between buildings, structures or trees where there are of a high quality and are maintained as such, and there would be no adverse effect on highway safety or visual amenity